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Too Valuable To Waste

By Eileen Hocker, WDNR

“Recycling keeps valuable materials out of Wisconsin landfills.....creates jobs,.....and helps grow Wisconsin’s economy. It’s good for *all* of us.” This is the central message of the brand new recycling video currently in production by DNR’s Recycling team.

The new video fills a need for a communications piece that expands the environmental ethics message behind the reason to recycle to also include the economic necessity to recycle. It will be used as an accompanying piece during presentations to state and local government officials, chambers of commerce, and civic and educational groups.

Brad Wolbert, hydrogeologist – South Central Region, is the project manager of the video. The production team includes: Mary Farmiloe – DNR Video Services Producer & Director, Brad Wolbert, Joe Van Rossum U.W. Extension Solid and Hazardous Waste Education Center (SHWEC), and Eileen Hocker – Recycling Communications Specialist. The video will be ready by the end of the year.

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